



A STUDY ON JOB SATISFACTION OF AGENTS IN AXA AFFIN LIFE  
INSURANCE BERHAD

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BANDAR MELAKA

APRIL 2010

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION**

**(HONS) INSURANCE**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MALACCA BRANCH**

**“DECLARATION OF ORIGINAL WORK”**

I, MOHD AFIQ BIN MD JAAFAR, (I/C Number: 870825-04-5115)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

Sir Rosmi Yuhasni bin Mohamed Yusuf  
The Head of Program  
Bachelor of Business Administration (Hons) Insurance  
Faculty of Business Management  
Universiti Teknologi MARA  
110, Off Jalan Hang Tuah,  
75300, MELAKA

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “A STUDY ON JOB SATISFACTION OF AGENTS IN AXA AFFIN LIFE INSURANCE BERHAD” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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## **ABSTRACT**

### **CHAPTER 1**

In chapter 1, in simple word it was the introduction stage of the research, which include the role of life insurance agents, the company's background, the problem statement stating the problem of agents job satisfaction in AXA AFFIN Life Insurance Berhad, the research objective and research question which the researcher has to answer through his finding and the theoretical framework which the researcher has to construct to find the answer to the research question and research objective.

The independent variable, which the researcher find from the past research are organizational culture, reward and job scope influenced the job satisfaction of life insurance agents.

### **CHAPTER 2**

In chapter 2, the researcher will include the literature review, which are the past research that purposely use to support the researcher theoretical framework. Adapted from past research the variable that is significant to agent's job satisfaction. The independent variable adapt from past research, are job scope, rewards and organizational culture.

### **CHAPTER 3**

In chapter 3, the researcher is required to state the procedure to attain data from primary data or secondary data. The primary data include questionnaire, interview and observation. The secondary data are acquired data from other sources such as books, magazine, journal or other sources which are publish by another researcher.

### **CHAPTER 4**

In chapter 4, the researcher has to show the data he possesses from the primary sources or secondary sources, which will be used to answer the research question and research objective along with the explanation. The result from Statistical Package for Social Science (SPSS) is also including in this chapter. In this research context, the researcher is using cross tabulation in order to find the relationship between the independent variable with dependent variable. The researcher also used descriptive statistic to determine the level of job satisfaction of agents.

## **CHAPTER 5**

In chapter 5, is the last chapter in a research, which include the recommendation and conclusion of the research, the recommendation shows the way to overcome problem or develop new ways to strengthen the weakness of the organization. In this research context, is to improve the job satisfaction among agents. Conclusion is a summarize of finding, which include the answer to the research question and research objective.